

DAVE'S GOT REAL APPEAL

Dave's is a new and unique opportunity to appeal to the people who make up 90% of the cigarette industry volume — the new premium smokers. The reason these kids choose their brand of cigarettes is not always related only to price. Their choices are also based on image, packaging and product quality.

And quality, image and price — well, that's what Dave's is all about. It's a new dimension that cigarette packaging in a box that has a unique look and "outside" designed to appeal to discount smokers. Inspired words and promotional campaigns will deliver messages about Dave's quality and unique image, even just price messages.

"I love the smell
of tobacco in the
mornings."

DAVE'S A PRETTY POPULAR GUY

Dave's appeals to discount smokers who purchase by the pack.



THE RIGHT SMOKE AT THE RIGHT PRICE AND THE RIGHT TIME

- Consumers are demanding a brand that Dave's that is supported by advertising and promotions that reflect their lifestyle.
- Dave's is a "real" brand that delivers value without using the lowest price positioning.
- Consumers enjoy the story that Dave's is produced by an individual who they can admire and want to make a quality cigarette.
- Product Name: Full Flavor 8 Lights, King Box, 10MM with soft tip, unique blend, finest, more than other discount products.

WHAT CAN DAVE'S DO FOR YOU?

- Stimulate sales
- Increase media coverage
- Attract new smokers, cigarette, B&B 10
- Increase sales
- Dave's Mail Program
- Increase brand loyalty, awareness
- Dave's is willing to give you a few extra elements with the production of this new product.
- All Wholesale Markets Benefits
- Dave's is included in the calculation of your P&M volume. P&M does report and share of category increases, potentially increasing their Wholesale Market position.
- Dave's Volume Added Dramatically
- Promotes which eliminate the need for price support.
- Buy One, Get One Free, Buy Two, Get One Free, and more.
- Dave's will be promoted in a unique and distinctive way through product information and consumer connection.
- Using Dave's introduction, Wholesale Market participants who accept this product will not be adversely impacted by Dave's volume in the calculation of their P&M Discount/Wholesale mix.

Dove Guarantees
"If you don't like
'em, we'll eat 'em."

